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ABSTRACT

This resource handbook, which is designed for use by instructors of courses in advanced marketing, consists of a duty/task list with referenced resources, a duty/task list with learning activities, and a list of resources. Included in each list are materials dealing with the following topics: communication in marketing, economics in marketing, employment and advancement, human relations in marketing, marketing mathematics, market planning, personal selling, physical distribution, sales promotion, and self-development for marketing distribution. (MN)

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Advanced Marketing 8130

- Instructional Areas
- Duties and Tasks
- Learning Activities
- Referenced Resources

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Duty List with Learning Activities

Instructional Areas:

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Instructional Areas/ Duties and Tasks

COMMUNICATION IN MARKETING

DUTY: Communicate with individual employees concerning their jobs.

TASKS: 1) Teach individual employees to perform job duties.

Supervisory Skills	Chapter 5	Pages	64-68
Business Principles and Management	21		415-418
Retailing Principles and Practices	54		431-439
Retail Merchandising	58		541-542

2) Set objectives with individual employees.

Supervisory Skills in Marketing	8		117
	3		35

3) Conduct performance evaluation interview with individual employees.

Supervisory Skills in Marketing	8		115
Jeffrey's Department Store	Incident 8		233
Retailing Principles and Practices	Chapter 54		429-430
Retail Merchandising	18		162-163

4) Conduct exit interviews with individual employees.

Business Principles and Management	21		421

DUTY: Communicate verbally with marketing personnel groups.

TASKS: 1) Give oral presentations to a small group of marketing people.

Supervisory Skills in Marketing	6		78-85
Communications in Marketing	6		77-86

2) Conduct departmental or company-wide employee meetings.

Supervisory Skills in Marketing	6		73-77
Business Principles and Management	18		358
Retail Merchandising	18		165
Communications LAP 038			
Management LAP 011			

DUTY: Act as a liaison between employees and management.

TASKS: 1) Interpret management policies to employees.

Supervisory Skills in Marketing	1		7-8
Business Principles and Management	18		359
Retailing Principles and Practices	53		428
Retail Merchandising	18		166
Communications LAPS 044,045			

2) Interpret employee problems to management.

Supervisory Skills in Marketing .	Chapter	1	Pages 8
Retailing Principles and Practices		53	428

3) Interpret progress of departments, systems, or functions within the business to management.

Communications LAP 041

DUTY: Use effective written communications in marketing.

1) Write business letters.

Retailing Principles and Practices	13	101-102

Communications LAP 028

2) Write company memoranda.

Retailing Principles and Practices	13	101-102
Communications in Marketing	7	95-103

DUTY: Demonstrate understanding that a marketing strategy is a plan of a company's goals and ways to achieve those goals.

TASKS: 1) Define marketing strategy.

Starting Your Own Business	Chapter 4	Pages 53
The Economics of Marketing		15-22
Marketing and Distribution		460-466
Marketing in Action	8	179
	17	375
Revised LAP EM13		

2) Identify factors that affect marketing strategies.

Starting Your Own Business	4	53-65
Marketing in Action	8	179-184
	17	377
Revised LAP EM13		

3) Describe a marketing strategy for a given situation.

Starting Your Own Business	69
Retailing Principles and Practices	41, 85, 107, 137, 169, 203, 249, 267, 287, 365, 417
Marketing in Action	386
Revised LAP EM13	

DUTY: Demonstrate knowledge that the promotional mix of a business is a combination of different forms of product promotion such as advertising, sales promotion, personal selling, and publicity.

TASKS: 1) Describe the meaning of the term promotional mix.

Marketing Principles and Practices	14	142
	28	292-293
Display and Promotion	1	1
Retail Merchandising	30	281
Marketing in Action	11	246
Revised LAP EM14		

2) Describe the potential elements of a promotional mix.

Marketing Principles and Practices	28	293
Display and Promotion	1	1-4
Marketing in Action	11	250-254
	17	376
Revised LAP EM14		

3) Identify the major advantages and disadvantages of different forms of product promotion.

Business Principles and Management	Chapter 11	Pages 199-208
Marketing in Action	14	312-314 316-317 320-324

Revised LAP EM14

4) Describe the most important factors that management should consider when designing a promotional mix.

Marketing Principles and Practices	28	293
Display and Promotion	1	1-4
Marketing in Action	11 17	250-254 376

Revised LAP EM14

DUTY: Demonstrate understanding of the interactions of government and business.

TASKS: 1) Identify and important freedom that individuals and businesses enjoy in a free enterprise economy.

Marketing and Distribution	3	29-31
Retailing Principles and Practices	35	278
Retail Merchandising	3	21

Revised LAP EM16

2) Identify reasons for government regulation of business activities.

Business Principles and Management	4 23	58-63 458-460
Retailing Principles and Practices	35	278
Retail Merchandising	34	314

Revised LAP EM16

3) Describe how government regulates business activities.

Business Principles and Management	4 6	58-63 106
Retailing Principles and Practices	35	278-279

Revised LAP EM16

DUTY: Demonstrate ability to secure full-time employment.

TASKS:

1) Locate job prospects.

Getting the Job	Chapter 7	Pages 70-74
Marketing and Distribution	44	518-521
Retail Merchandising	56	522-523

2) Demonstrate knowledge of the full-time employment process.

Retailing Principles and Practices	3	57-63
Retail Merchandising	60	557

3) Prepare a chronological resume.

Getting the Job	8	77-82
Retail Merchandising	56	524-525

4) Develop a strategy for job hunting.

Getting the Job		1-2
Marketing Principles and Practices	4	32-34
Retailing Principles and Practices	5	33-43

DUTY: Build productive relationships with subordinates through effective leadership.

TASKS: 1) Conduct skillful corrective interviews.

	Chapter	Pages
Finance and Credit	7	98-99
Business Principles and Management	20	395
Jeffrey's Department Store		225,227

2) Evaluate leadership styles in terms of personal styles.

Finance and Credit	2	24-26
Human Relations in Business	4	114-119
Business Principles and Management	20	393-395

3) Apply modern theories of human motivation with employees.

Business Principles and Management	20	395-398
Retailing Principles and Practices	52	416-423
Human Relations LAPS 016, 036, 037, 038		
Communications LAPS 050, 037		

DUTY: Maintain high morale among employees.

TASKS: 1) Maintain a pleasant working environment.

Supervisory Skills in Marketing	8	110
Business Principles and Management	20	395-398
Human Relations LAP 063		
Management LAP 014		

2) Recognize the accomplishments of others.

Supervisory Skills in Marketing	8	115
Business Principles and Management	20	395
Jeffrey's Department Store		233
Management LAPS 004, 012		
Human Relations LAP 062		

3) Reward creativity among personnel.

Finance and Credit	8	114-115
Business Principles and Management	20	395
Management LAPS 004, 012		
Human Relations LAP 062		

4) Prepare workers for advancement.

Supervisory Skills in Marketing	8	115
Business Principles and Management	21	419
Retail Merchandising	60	555-558
Marketing in Action	7	146-148

DUTY: Build satisfying, in-depth relationships by relating effectively to others.

TASKS: 1) Use transactional analysis techniques in order to relate more effectively to others.

Food Marketing	Chapter 4	Pages	33-37

2) Gain a knowledge of communication styles in order to develop more effective interpersonal relationships.

Human Relations in Business	6	148-174
Business Principles and Management	5	345-364
Food Marketing	3	18-24
Retail Merchandising	58	539

3) Recognize the roles people assume and the games people play that deter satisfactory relationships.

No reference identified
(Consider TA Primer by Bry.)

DUTY: Build professional relationships with fellow marketing executives.

TASKS: 1) Participate in professional organizations in your area of marketing interest.

Organization for Marketing	7	139

2) Participate in trade associations in your area of marketing interest.

Retail Merchandising	25	231-233

3) Participate in community affairs.

Business Principles and Management	2	32
Marketing in Action	3	62-63

4) Work compatibly with similar businesses.

Retail Merchandising	25	233

DUTY: Keep accurate records of sales and cash intake.

TASKS: 1) Use sales sheets in reporting daily sales.

Organization for Marketing	Chapter 7	Pages 136
Jeffrey's Department Store		61, 241
Retail Merchandising	52	483

2) Maintain records of cash received and bank deposits.

Organization for Marketing	7	136
Retail Merchandising	52	482-483
Math LAP 004		

3) Record local, state, and federal sales taxes.

Organization for Marketing	7	138
Operations LAP 014		

DUTY: Handle checks.

TASK: 1) Authorize checks according to the business policy.

Retail Merchandising	55	509-510
Operations LAP 016		

DUTY: Use mathematical procedures and calculations in preparing payroll.

TASKS: 1) Calculate salary based on different payroll plans.

Business Principles and Management	22	427-431
Mathematics in Marketing	8	125-127
Retailing Principles and Practices	6	43-47
Food Services	5	52-53
Retail Merchandising	18	160-161

2) Calculate payroll deductions.

Business Principles and Management	22	433-434
Mathematics in Marketing	8	130-133
Retailing Principles and Practices	6	47-49

DUTY: Use mathematical procedures and calculations in inventory control.

TASKS: 1) Figure stock turnover.

Supervisory Skills in Marketing	5	86
Merchandising	7	91-97
Marketing and Distribution	40	476
Marketing Principles and Practices	37	381
Retailing Principles and Practices	38	299-306
Food Marketing	5	45
Retail Merchandising	23	211-212
Math LAP 031		

2) Maintain stock control records.

Mathematics in Marketing	Chapter	5	Pages 79-90
Retailing Principles and Practices		39	307-315
Food Marketing		5	42-43
Retail Merchandising		4	44-48
		51	471

3) Maintain close relationship between stock and sales.

Merchandising	3	31-38
Retailing Principles and Practices	39	307-308
Retail Merchandising	48	448-449
Math LAP 032		

DUTY: Prepare money for cashier's station.

TASKS: 1) Determine and requisition the amount of cash needed to transact business for the day.

Finance and Credit	4	36
Food Services	5	50

2) Prepare allotment of coins and bills for each cash drawer.

Math LAP 014

3) Complete daily balance sheets for each cashier's station.

Food Services	5	51

DUTY: Handle purchase orders and invoices.

TASKS: 1) Complete purchase orders.

Merchandising	5	71
Retailing Principles and Practices	61	137, 494-497
Food Services	10	119-121
Wholesaling and Physical Distribution	2	11-15
Retail Merchandising	51	471-472
Communications LAP 029		

2) Complete invoices.

Mathematics in Marketing	6	91-92
Wholesaling and Physical Distribution	2	17-22
Retail Merchandising	51	473-474
Operations LAP 005		

DUTY: Conduct a marketing research project for gathering, recording, analyzing and reporting data.

TASKS:

1) Identify a marketing problem to research.

	Chapter	Pages
Business Principles and Management	25	494
Marketing Research	1	1-10
Marketing and Distribution	20	236-242
Marketing Principles and Practices	11	109-115
Retailing Principles and Practices	57	456-458
Marketing in Action	10	231-232

2) Plan the research.

Marketing Research	6	91
Marketing and Distribution	20	242
Marketing Principles and Practices	11	114-115
Marketing in Action	10	222-224 233-234

3) Collect the secondary data.

Marketing Research	3	35-47
Marketing and Distribution	21	250-253
Marketing Principles and Practices	12	122-124
Retailing Principles and Practices	57	458-459

4) Collect the primary data.

Marketing Research	4	51-67
Marketing and Distribution	21	246-250
Marketing Principles and Practices	12	118-120
Retailing Principles and Practices	57	459-461
Marketing in Action	10	221

5) Apply sampling techniques to identify the sample population.

Marketing Research	5	71-77
Marketing Principles and Practices	12	119
Marketing in Action	15	332

6) Prepare the research instrument.

Marketing Research	5	55-61
Marketing in Action	10	222-224

7) Train the interviewers.

Marketing Research	6	77-80
Marketing in Action	10	219, 229, 234

8) Prepare the research report.

Working at Human Relations	Chapter 7	Pages 97-106
Marketing and Distribution	21	253-254
Marketing Principles and Practices	13	127-130
Marketing in Action	10	231

9) Present the research report.

Marketing Research	7	106-110
Marketing and Distribution	22	259-261
Marketing Principles and Practices	13	130-132
Marketing in Action	10	234-236

DUTY: Demonstrate an understanding of the steps in product development.

TASKS: 1) Identify sources of ideas for new products.

Business Principles and Management	25	497
Marketing Principles and Practices	14	143

2) Identify the method of screening ideas for new products.

Business Principles and Management	25	497-498
Marketing Principles and Practices	14	143-142

3) Identify the methods used for evaluating a new product idea.

Business Principles and Management	25	497-498
Marketing and Distribution	23	275
Marketing Principles and Practices	14	144-145
Marketing in Action	10	220-221 228-229

4) Explain the importance of pretesting a prototype of the new product.

Marketing and Distribution	23	275
Marketing Principles and Practices	14	145
Marketing in Action	8	182-183

5) Describe the forms of product testing.

Market and Distribution	23	276
Marketing Principles and Practices	14	145
Marketing in Action	10	228-229

6) Describe the full-scale introduction stage of product development.

Marketing and Distribution	23	276
Marketing Principles and Practices	14	145
Marketing in Action	8	181-184

DUTY: Establish positive contact with the prospective customer when making a contact sales call.

TASKS:

1) Determine the importance of making an appointment in advance and being on time.

	Chapter	Pages
Creative Selling	4	51
	7	94-95
Business Principles and Management	10	182
Marketing Principles and Practices	33	344

2) Deal with the prospective customer's secretary or family member in a professional manner.

Creative Selling	7	95

3) Announce the purpose of your call immediately to the prospective customer.

Creative Selling	4	51
Business Principles and Management	10	184

4) Determine the importance of planning in advance what section of sales territory will be covered in a given day.

Creative Selling	7	93-94, 96-97
Business Principles and Management	10	182
Marketing and Distribution	34	406
Marketing Principles and Practices	33	344

5) Determine the importance of preparing and organizing sales aids.

Creative Selling	4	52-53
Marketing and Distribution	35	414
Marketing Principles and Practices	34	350-351

6) Determine the importance of practicing the introduction and the approach.

Creative Selling	4	51
Business Principles and Management	10	182, 194
Marketing and Distribution	35	412
Marketing Principles and Practices	34	348-349
Marketing in Action	12	270-271

7) Dress appropriately for a successful sales call.

Business Principles and Management	10	182-183

8) Determine the importance of keeping good customer records.

Creative Selling	7	98-100

DUTY: Develop a sales representative's system for time and territory management.

TASKS: 1) Plan daily activities to ensure that all duties are performed.

Creative Selling	Chapter	7	Pages	93-95
Marketing Principles and Practices		33		344

2) Maintain accurate, up-to-date customer, prospect, daily work, and summary records.

Creative Selling		7		98-100

3) Set sales goals or quotas.

Creative Selling		7		111-112

4) Plan sales routes and transportation modes which keep traveling time to a minimum.

Creative Selling		7		96-97

5) Make productive use of waiting time.

Creative Selling		7		97

6) Use special techniques which increase your selling time.

Creative Selling		4		53

7) Evaluate performance in terms of goals and customer satisfaction.

Creative Selling		8		109-114

DUTY: When making direct-to-home sales, ensure that the call is productive even if no one is home.

TASKS: 1) Leave an effective call-back note.

No reference identified

2) Determine the importance of leaving a sample and/or brochure.

No reference identified

3) Determine effective ways of getting to see the customer on the return visit.

No reference identified

DUTY: Use direct-to-home delivery call to make an additional sale.

TASKS: 1) Determine the importance of taking new merchandise when making deliveries.

Creative Selling	Chapter	5	Pages	61

2) Use techniques that encourage an invitation into the customer's home.

Creative Selling		5		62-63

3) Determine the importance of informing the customer about new merchandise before asking for payment of the order you are delivering.

No reference identified

DUTY: Sell to groups.

TASKS: 1) Get audience attention with a strong opening remark.

Effective Selling	Chapter 17	Pages 362

2) Make a smooth, natural, and interesting sales presentation.

Effective Selling	17	363

3) Show how your product or service will satisfy the needs of the group.

Effective Selling	17	363

4) Plan for audience participation.

Effective Selling	17	364

DUTY: Become a specialist in your product or service field.

TASKS: 1) Provide expert information as to ways in which the product or service can benefit the prospective customer.

Creative Selling	Chapter 4	Pages 49
Business Principles and Management	10	187-188

2) Provide full and complete information about a product line or company services.

Creative Selling	4	52
Business Principles and Management	10	187-188

DUTY: Route the shipment.

TASKS: 1) Identify the ways to ship goods.

Business Principles and Management	Chapter 8	Pages 146
Marketing and Distribution	27	320-328
Marketing Principles and Practices	26	269-279
Wholesaling and Physical Distribution	5,6,7	59-86

2) Compare ways to ship goods in terms of cost and suitability.

Business Principles and Management	8	146-147
Marketing and Distribution	27	320-328
Marketing Principles and Practices	26	269-279
Wholesaling and Physical Distribution	5,6,7	59-86

3) Choose the carrier and route that best meet the needs of the buyer and the seller.

Business Principles and Management	8	146-152
Wholesaling and Physical Distribution	5,6,7	59-86
Marketing in Action	2	36-40

DUTY: Follow up on lost or damaged shipments.

TASKS: 1) Trace shipments.

Wholesaling and Physical Distribution	4	51
	9	108

2) File claims against the carrier.

Business Principles and Management	8	142-143
Wholesaling and Physical Distribution	4	53
	9	108
Operations LAP 006		

3) Return damaged goods to shipper.

Operations LAPS 004, 011

DUTY: Order needed goods and equipment.

TASKS: 1) Analyze stock-on-hand before ordering goods.

Business Principles and Management	8	140
Retailing Principles and Practices	60	485-486
Merchandising LAPS 027, 025, 062, 028		

2) Use correct and properly filled out forms to order goods and equipment.

Business Principles and Management	8	141-143
Wholesaling and Physical Distribution	2	11-21

Retail Merchandising	Chapter 27	Pages 255	
Merchandising LAP 019			
Communications LAP 029			

DUTY: Use prescribed safety procedures.

TASKS: 1) Take care of employees' and customers' accidents in the store.

Business Principles and Management	22	437-438
Retailing Principles and Practices	20	156-159
Retail Merchandising	44	412-413

2) Supply employees with information concerning fire and general safety.

Business Principles and Management	21	408
Operations LAP 002		

DUTY: Plan sales promotion activities that are seasonal, timely, and in keeping with company policy.

TASKS: 1) Plan, develop, and use seasonal and storewide themes.

Display and Promotion	Chapter 3	Pages	35-37
Marketing in Action	15		340-341
Display LAPS 006, 009			

2) Select products for promotion that are seasonal and timely.

Business Principles and Management	11		210-211
Retailing Principles and Practices	67		541-542
Display LAPS 003, 005			
Advertising LAP 002			

3) Check advertising and displays for adherence to store promotional policies.

Retailing Principles and Practices	65		522
Retail Merchandising	33		303

4) Obtain and use current product information necessary for effective and timely promotional activities.

Advertising LAP 003

DUTY: Check and approve sales promotion activities.

TASKS: 1) Check advertising copy for omissions, additions, and corrections.

Advertising LAP 005

2) Check available quantities of advertised products before a promotion breaks.

Retail Merchandising	31		288
Advertising LAP 002			

3) Select the most effective locations within the company to place displays.

Business Principles and Management	11		207-208
Retailing Principles and Practices	31		324-327
Food Marketing	15		180-185
Display LAPS 011 & 012			

DUTY: Coordinate and schedule sales promotion activities so they effectively promote the store and its products.

TASKS: 1) Plan for frequent display changes to maintain customer interest.

Business Principles and Management	11		206

Display and Promotion	Chapter 3	Pages 35	
Display LAP 005			

2) Allocate promotional space for an item based on its sales volume.

Retail Merchandising	37	345-347
Display LAP 012		

3) Determine when to dismantle and replace major displays.

Display and Promotion	3	35, 42
Display LAPS 008, 032		

4) Coordinate promotional activities with local activities or seasonal events.

Display and Promotion	3	36
Marketing in Action	10	340-341
Advertising LAP 001		

5) Schedule displays of products at the same time they are being advertised.

Business Principles and Management	11	205
Food Marketing	14	175
Display LAPS 003, 020		

6) Keep personnel informed of the schedule of company sales promotion activities.

Food Marketing	14	175

7) Coordinate national or chain advertising with local business promotions.

Food Marketing	14	175
Merchandising LAP 053		

DUTY: Prepare, set up, and maintain displays.

TASKS: 1) Use price cards in displays.

Business Principles and Management	11	206-208
Retailing Principles and Practices	48	383
Display and Promotion	3	41-42
Display LAPS 003, 017, 029, 030		

2) Design and letter simple signs.

Display and Promotion	3 5	41-42 88
Display LAPS 017, 031		

3) Develop signs for self-service or self-selection fixtures.

Display LAPS 003, 029

4) Use manufacturers' display aids effectively.

Display and Promotion Chapter 6 Pages 86

5) Store and record location of display fixtures or supplies so they are accessible for future use.

Display LAP 008

DUTY: Recognize how values affect your career goals.

TASKS: 1) Rank work values to determine which values are most important for your career satisfaction.

Human Relations in Business	Chapter 2	Pages	24-33
Food Marketing	4		31-32

2) Determine whether personal values are compatible or in conflict with company policies and principles.

Supervisory Skills in Marketing	2		18-19

DUTY: Apply knowledge and skills necessary for sound career decision making.

TASKS: 1) Use your understanding of your personal qualities to help you make decisions.

Supervisory Skills in Marketing	4		45
Solving Problems: Making Decisions	3		34-37

2) Identify factors outside yourself that affect your decisions.

Supervisory Skills in Marketing	4		48-49
Solving Problems: Making Decisions	1		2-8

3) Explain the three kinds of decisions.

No reference identified

4) Use reality-testing to make realistic choices.

No reference identified

5) Follow steps to lessen the amount of uncertainty in decisions.

Supervisory Skills in Marketing	4		45-54
Solving Problems: Making Decisions	13		138-144

6) Apply the decision-making process in reaching career goals.

Solving Problems: Making Decisions	12		130-136

Learning Activities

Duty: Communicate with individual employees concerning their jobs.

Learning Activity:

I. Using the form "Project 6-Training an Individual" on page 71 of Supervisory Skills in Marketing, each student will select a task from his/her training station and in a role-play setting train a fellow student in the task.

II. Each student will develop a performance evaluation form for his/her training station job. Models for such forms include page 162, Retail Merchandising, page 116, Supervisory Skills in Marketing, and evaluation forms used by the merchandising coordinator or employer.

III. Each student will interview his/her employer on the procedures used in exit interviews. From this interview, the student will develop an outline for an exit interview and explain its purpose and value to the group.

Duty: Communicate verbally with marketing personnel groups.

Learning Activity:

Each student will develop and deliver an oral presentation to a local business-related organization. Such organizations will include the Chamber of Commerce, Junior Chamber of Commerce, Business and Professional Women, local organization for merchants or business people, etc. The topic and duration of the presentation will be mutually agreed upon by the program committee chairperson, the coordinator, and the student. The topic will relate to marketing.

or

Each student will be responsible for planning and conducting one DECA meeting, using the form on page 90 of Supervisory Skills in Marketing as a guide.

or

In a role-play situation with the other class members playing the role of employees, each student will conduct a departmental meeting focusing on one of the following topics:

1. Sales are down, expenses are up and the New York Office is watching closely.
2. A new line of merchandise is being introduced.
3. Increased shoplifting in the department is evident.

Duty: Act as a liaison between employees and management.

Learning Activity:

I. Each student will complete the case study #2 in Communications LAP 44.

II. Each student will complete the case studies for Communications LAP 45 on page 9-10.

III. Each student will prepare a written report on the progress of each department, system, or function in his/her training station. This report will be presented in written and oral form to his/her coordinator. No special form is required.

Duty: Use effective written communications

Learning Activity:

I. Each student will prepare a memorandum to the other class participants soliciting their suggestions for a DECA enterprising project.

II. Each student, using the input from Activity No. I, will prepare a business letter to the school principal outlining the proposed DECA project and requesting his/her permission.

Duty: Demonstrate understanding that a marketing strategy is a plan of a company's goals and ways to achieve those goals.

Learning Activity:

Each student will respond to "The Disco Dilemma Case" on page 11 of Revised LAP EM13 (Student Booklet)

or

Each student will respond to "The Case of Mom's and Pop's Market" (Teacher Guide)

or

The coordinator will identify a local small business willing to cooperate in a marketing strategy project. The owner/manager will be the resource person. The class will be divided into three-person teams with the following responsibilities:

1. Develop a customer profile (use Project 4, page 69 of Starting Your Own Marketing Business as a guide).
2. Develop a plan for attracting the target market(s) identified above (use Project 5, page 70 of Starting Your Own Marketing Business as a guide).
3. Develop a promotion plan for the business emphasizing store layout, visual merchandising, selling techniques, and merchandise. (Use Project 6, page 72 of Starting Your Own Marketing Business).

Duty: Demonstrate knowledge that the promotional mix of a business is a combination of different forms of product promotion such as advertising, sales promotion, personal selling, and publicity.

Learning Activity:

In groups of not more than three, each student will complete the activity "Planning a Promotional Campaign" on page 31 of Revised LAP EM14 (Teacher's Copy).

Duty: Demonstrate understanding of the interactions of government and business.

Learning Activity:

Each student will interview his/her training sponsor or other appropriate individual within the training station to determine the government regulations that apply to that business. The interview should cover the following topical areas:

License Required (local, state, federal)
Zoning Regulations
Work Regulations (local, state, federal)
I.C.C. Regulations
OSHA Regulations
Other

The report of the interview should include the specific regulations and the interviewee's perception of the cost and benefits of each regulation to the business.

Duty: Demonstrate ability to secure full-time employment.

Learning Activity:

Each student will develop a written plan for obtaining full-time employment to include the following:

1. An analysis of personal strengths and weaknesses
2. A statement of career objective
3. A list of possible job prospects with company name, address, phone number, and contact person
4. A typewritten resume
5. A timetable for obtaining a job

Duty: Build productive relationships with subordinates through effective leadership.

Learning Activity:

Using the handout "Problems in Leadership," students working in small groups will respond to each of the seven situations in terms of the leadership style they would choose. Once consensus is reached in the groups, the instructor will lead the class in a discussion of each situation using input from small groups.

Duty: Maintain high morale among employees.

Learning Activity:

Using the handout "Motivation on the Job," each student will ask his/her training sponsor/manager and a full-time older employee from the training station to complete the rating sheet. In turn, each student will complete the rating sheet. The instructor will collect all the surveys, and the class will tabulate the results comparing surpervisor's ratings, employee ratings, and student ratings. The results can be used as a guide for summarizing the supervisor's role in motivating and maintaining high morale.

Duty: Build satisfying, in-depth relationships by relating effectively to others.

Learning Activity:

Each student will complete the following activities from Food Marketing: Experience 4-5, 4-6, 4-7, and #1 of 4-8.

Duty: Build professional relationships with fellow marketing executives.

Learning Activity:

Each student will attend a meeting of the Chamber of Commerce, American Marketing Association, local organization of merchants or business people, Sales and Marketing Executives, or similar trade-related organizations. As a follow-up, the student will discuss with the class the function of the organization and how his/her training station might benefit by participating.

PROBLEMS IN LEADERSHIP
A Small Group Activity

Give the answer that seems natural or logical to your group. (What would your group do if faced with the same problem?)

	←Authoritarian -- -- -- -- -- -- Democratic→				
	Telling	Selling	Consulting	Joining	Delegating
1. Which leadership would you favor in dealing with:					
a. timid people?					
b. hostile, aggressive individuals?					
c. the brilliant prima donna?					
d. the strongly cooperative person?					
e. the scatterbrain?					
2. Which technique would you use to plan and inaugurate changes affecting your own subordinates?					
3. Under which technique are communications held to a minimum?					
4. Which technique is best for leading a highly trained group?					
5. If you are leading a newly organized group, which technique is most appropriate to:					
a. communicate your orientation information?					
b. help members of the group to adjust to one another?					
c. bring out the capabilities of the group?					
6. In which leadership technique can you substitute group pressure for discipline?					
Which technique would you choose:					
a. to whip up group solidarity to a new high?					

	Telling	Selling	Consulting	Joining	Delegating
b. to replace competitiveness among group members by a spirit of cooperation?	_____	_____	_____	_____	_____
c. to make the best use of the brainpower of the group?	_____	_____	_____	_____	_____
d. to replace apathy with interest?	_____	_____	_____	_____	_____

MOTIVATION ON THE JOB

	My Rating	Employee Rating	Supervisor Rating
Feeling of "being in on things"			
Full appreciation of work done			
Good working conditions			
Help on personal problems			
High Wages			
Interesting work			
Job security			
Personal loyalty of supervisor			
Promotion in the company			
Tactful disciplining			

MARKETING
MATHEMATICS

Duty: Keep accurate records of sales and cash intake.

Each student will complete incident #1, page 241 of Jeffrey's: A Retailing Simulation, Employee's Guide.

Duty: Handle checks.

Each student will complete individual activity #2, page 8, Operations LAP 016.

Duty: Use mathematical procedures and calculations in preparing payroll.

Learning Activity:

Each student will complete Part C, pages 129-130 and Part B, page 136, in Mathematics in Marketing.

Duty: Use mathematical procedures and calculations in inventory control.

Learning Activity:

Each student will complete handout #3 -- Section 2, Mathematics LAP-031, and Handout #3 -- Section 2, Mathematics LAP-032.

Duty: Prepare money for cashier's station.

Learning Activity:

Each student will complete incident #18, page 61 of Jeffrey's: A Retailing Simulation.

Duty: Handle purchase orders and invoices.

Learning Activity:

Each student will complete the Pretest, page 36 of Operations LAP-005, and the Pretest, page 18 of Communications LAP-029.

Duty: Conduct a marketing research project for gathering, recording, analyzing, and reporting data.

Learning Activity:

Following the format and guidelines found on pages 120-124 of Marketing Research, each student or group of students will conduct a marketing research project.

Duty: Demonstrate an understanding of the steps in product development.

Learning Activity:

See Elymobile Case Study

Introducing the Elymobile

General Auto, the nation's largest manufacturer of automobiles has recently completed an extensive market research program designed to assess the future direction of the auto industry in this country. As a result of this program, it became clear that something new was needed in basic transportation. The public wanted a vehicle that was fuel-efficient, comfortable, safe, and reasonably priced. At the same time, they wanted quality--the same quality perceived to be present in many import cars.

One of the ideas generated by General Auto's engineers was a hybrid machine--one that would combine electric power with a small engine. The battery packs would actually power the vehicle, and the gasoline engine would charge the batteries. The car itself would be constructed of "hi-impact" fiberglass and rubber which would provide a flexible but strong vehicle "skin." The passenger compartment would be surrounded by a tubular lightweight steel roll cage. European designers would be brought in to design the car.

1. What would you propose to improve General Auto's means of generating and screening ideas?

2. If you were the corporate vice-president for production, how would you evaluate the Elymobile? What are its specific strengths and weaknesses?

3. Outline a plan for the testing of this product.

4. As the vice-president of marketing, how would you propose to introduce the Elymobile to the market place?

Duty: Establish positive contact with the prospective customer when making a contact sales call.

Learning Activity:

Each student will complete items 3, 4, and 5 on pages 102-103 of Creative Selling.

Duty: Develop a sales representative's system for time and territory management.

Learning Activity:

Each student will assume the role of a sales representative for the Brown Shoe Company. The product line includes men's, women's, and children's shoes. The sales territory includes 12 cities covering three states (cities and states to be determined by instructor).

City 1: Four established accounts; a new regional mall to open in three months.

City 2: One small account.

City 3: Nine established accounts; two major department stores.

City 4: No accounts; intense competition among discounters.

City 5, 6 & 7: One account in each city.

City 8: One large account; feelers from two other prospective accounts.

City 9 & 10: Three established accounts in each city: declining orders.

City 11: No accounts: two new shopping centers with strong local department stores as anchors soon to open.

City 12: Four accounts with no major change in buying activity in recent years.

Given the 12 cities, and using a map to determine distances between cities, do the following:

1. Prepare a list of objectives you can attain in the next 30-day period.
2. Design a schedule for covering your territory in the next month, including the following:
   - Daily appointments
   - Travel time between cities
   - Proposed use of waiting time and unexpected free time
3. Design a set of forms you feel would be necessary to provide information necessary to make your selling time more productive.

Duty: When making direct-to-home sales, ensure that the call is productive even if no one is home.

Learning Activity:

No reference identified

Duty: Use direct-to-home delivery call to make an additional sale.

Learning Activity:

No reference identified

Duty: Sell to groups:

Learning Activity:

Each student will identify a product line related to his/her career interest. A target market or group will then be identified. The student will then:

1. Prepare an opening statement designed to appeal to the perceived needs of the group
2. List three ways the product line will meet the needs of the group
3. List three questions that could be used to invite group participation
4. Plan and role play a group sales demonstration

Duty: Become a specialist in your product or service field.

Learning Activity:

Each student will select a product line from his/her training station and assuming he/she is the sales representative for that line, develop a product information outline to include:

1. Product line— complete description
2. Manufacturers (5)
   a. History
   b. Present status
3. Features of product line
4. Benefits of product line
5. Services available to support product line

Duty: Route the shipment.

Learning Activity:

Each student will assume the role of traffic manager for a firm that ships glassware. You need to ship 4,000 lbs. of stemware to a city 450 miles from your city. The stemware is boxed one gross to a box, and a box weights 20 lbs. The consignee has no rail siding and has asked you to ship via the best method. Your firm has rail siding. The dimensions of each box are 24 x 24 x 12.

How would you ship the goods? In responding, consider the following criteria:

1. Type of Carrier
2. Speed of Service
3. Total Cost of Shipment
4. Pick Up Service
5. Delivery Service
6. Other

Be sure to consider all types of carriers or combination of carriers.

Duty: Follow-up on lost or damaged shipments.

Learning Activity:

Each student will complete the posttest, Operations LAP 6, Page 57.

Duty: Order needed goods and equipment.

Learning Activity:

Each student will complete the pretest, Communication LAP 29, page 18.

Duty: Use prescribed safety procedures.

Learning Activity:

Using Handout #1, pages 18-21 of Operations LAP 002, each student will develop a safety manual for his/her training station to include:

1. Specific potential safety hazards and how to avoid them
2. What to do in the event of an accident

Duty: Plan sales promotion activities that are seasonal, timely, and in keeping with company policy.

Learning Activity:

Using Handout #1, Display Lap 009, each student will develop a promotional plan for his/her training station to cover a period of six months. Where the training station has multiple departments, the student will include at least two departments other than the one in which he/she is currently working in the promotional plan. For students employed in specialty stores or in non-retail marketing businesses, the promotional plan will be focused on the entire business. In addition to developing the promotion plan, the students will explain how the plan is in keeping with company promotional policies.

Duty: Check and approve sales promotion activities.

Learning Activity:

Each student will develop a checklist of promotional activities that require a manager's approval. This list should include all promotional activities. Then, using his/her training station*, each student will develop a display location plan. (Use Handout #1, page 4, Handout #2, pages 9-10 of Display LAP 011 as models). The coordinator will identify a season. The student will explain the rationale for choice of display location.

*If the student is employed in a marketing business which does not use displays, the coordinator will identify a local business with displays as a substitute.

Duty: Coordinate and schedule sales promotion activities so they effectively promote the store and its products.

Learning Activity:

Using the case study found on page 85 of Advertising LAP 009, each student will analyze the effectiveness of the promotional effect.

Duty: Prepare, set up, and maintain displays.

Learning Activity:

Each student will plan, prepare, and set up a display in his/her training station, school store, or merchandising lab. The display will include cards/signs prepared by the student, manufacturer aids, and a plan for storing and recording of display fixtures for future use.

Duty: Recognize how values affect your career goals.

Learning Activity:

Each student will complete a values assessment exercise such as the exercises found on page 60 of Human Relations in Business and on page 93 of Individualized Related Instruction for Entering the World of Work.

Then each student will explain how his/her values are compatible or conflict with his/her career goal in a format determined by the coordinator.

Duty: Apply knowledge and skills necessary for making sound career decisions.

Learning Activity:

Each student will develop a career decision-making plan using the decision-making process identified in Chapter 4 of Supervisory Skills in Marketing.

Resources

Resources/Advanced Marketing 8130

The following are resources recommended for use with the Teacher's Resource Guides for the Advanced Marketing 8130 curriculum:

Antrim, William. Advertising. 2nd ed. New York: McGraw-Hill Book Co., 1978.

Crawford, L. C. Supervisory Skills in Marketing. New York: McGraw-Hill Book Co., 1978.

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Daggett, W. R. and Marrazo, M. J. Solving Problems/Making Decisions. Cincinnati, Ohio: Southwestern Publishing Company, 1983.

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Eggland, Steven and Williams, John. Human Relations in Business. Cincinnati, Ohio: Southwestern Publishing Company, 1977.

Ely, Vivian. Organization for Marketing. New York: McGraw-Hill Book Co., 1971.

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Ernest, John. Creative Selling. 2nd ed. New York: McGraw-Hill Book Co., 1978.

Ernest, John and Ashmun, Richard. Salesmanship Fundamentals. 4th ed. New York: McGraw-Hill Book Co., 1973.

Ernest, John. Basic Selling. 2nd ed. New York: McGraw-Hill Book Co., 1978.

Everard, Kenneth and Shilt, Bernard A. Business Principles and Management. 7th ed. Cincinnati, Ohio: Southwestern Publishing Company, 1979.

Fruehling, Rosemary T. Working at Human Relations. New York: McGraw-Hill Book Co., 1977.

Harris, Edward. Marketing Research. New York: McGraw-Hill Book Co., 1978.

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Logan, William and Freeman, M. Mathematics in Marketing. 2nd ed. New York: McGraw-Hill Book Co., 1978.

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Mason, Ralph E.; Rath, Patricia M.; and Ross, Herbert L. Marketing and Distribution. 2nd ed. New York: McGraw-Hill Book Co., 1974.

Mason, Ralph E.; Rath, Patricia M.; and Ross, Herbert L. Marketing Practices and Principles. 3rd ed. New York: McGraw-Hill Book Co., 1980.

Meyer, Warren G.; Haines, Peter G.; and Harris, Edward E. Retailing Principles and Practices. New York: McGraw-Hill Book Co., 1982.

Reece, Barry. Food Marketing. New York: McGraw-Hill Book Co., 1979.

Rowe, Kenneth L. Communications in Marketing. 2nd ed. New York: McGraw-Hill Book Co., 1978.

Sampson, H. E.; Little, W. G.; and Wingate, J. W. Retail Merchandising: Concepts and Applications. 9th ed. Cincinnati, Ohio: Southwestern Publishing Company, 1982.

Smith, Gary. Display and Promotion. 2nd ed. New York: McGraw-Hill Book Co., 1978.

Smith, William. Food Service. New York: McGraw-Hill Book Co., 1979.

Walsh, Lawrence and Eitel, Kenneth. Wholesaling and Physical Distribution. 2nd ed. New York: McGraw-Hill Book Co., 1978.

Warmke, R. F.; Palmer, G. D.; and Nolan, C. A. Marketing in Action. Cincinnati, Ohio: Southwestern Publishing Company, 1976.

Wingate, Isabel. Know Your Merchandise. 4th ed. New York: McGraw-Hill Book Co., 1975.